



# How We Fund The Web

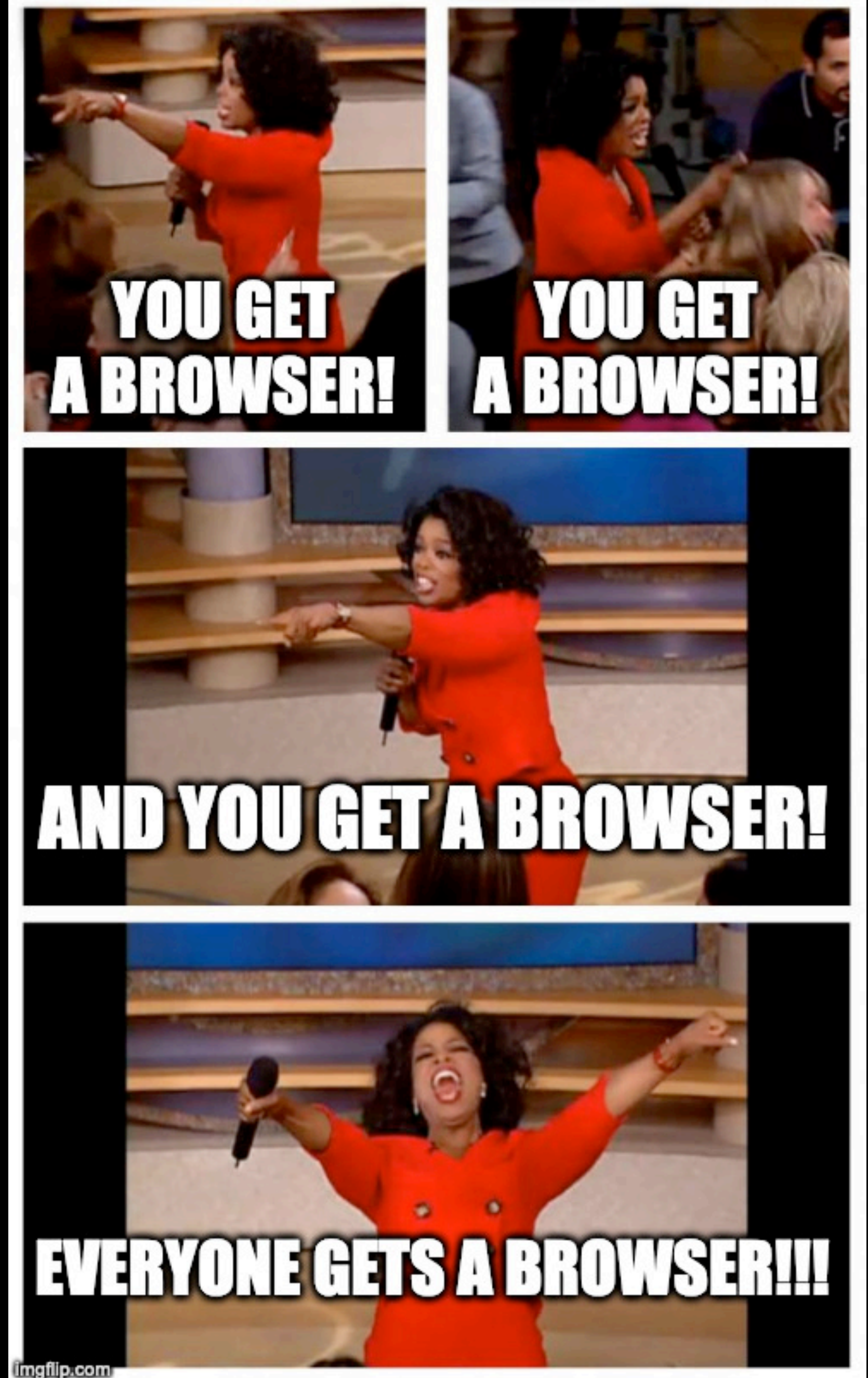
Brian Kardell & Eric Meyer & Robin Berjon



# BROWSERS!

they're kind of a big deal

- Browsers are highly complex, high-quality systems. They're critical infrastructure.
- Yet ~5bn people somehow get them free, or at least paid-for.
- And that's just *one* piece of web infrastructure.





# Search Deals

this browsing is brought to you by...



- Most browser work is paid for by search
- It's logical: the value of search is derived from the value of the web. Feeding back creates a cycle.
- This is a form of informal taxation.





**But...**  
all is not well

- Pays browsers, not engines.
- Opaque, unapproachable, hard to fix.
- A lot of the money doesn't support the web.
- It's under pressure and could collapse, leaving nothing.
- (More issues for another time.)

# This is hard.

but it's fixable – and we're the right community to do it



# Money

how to get it or encourage it?

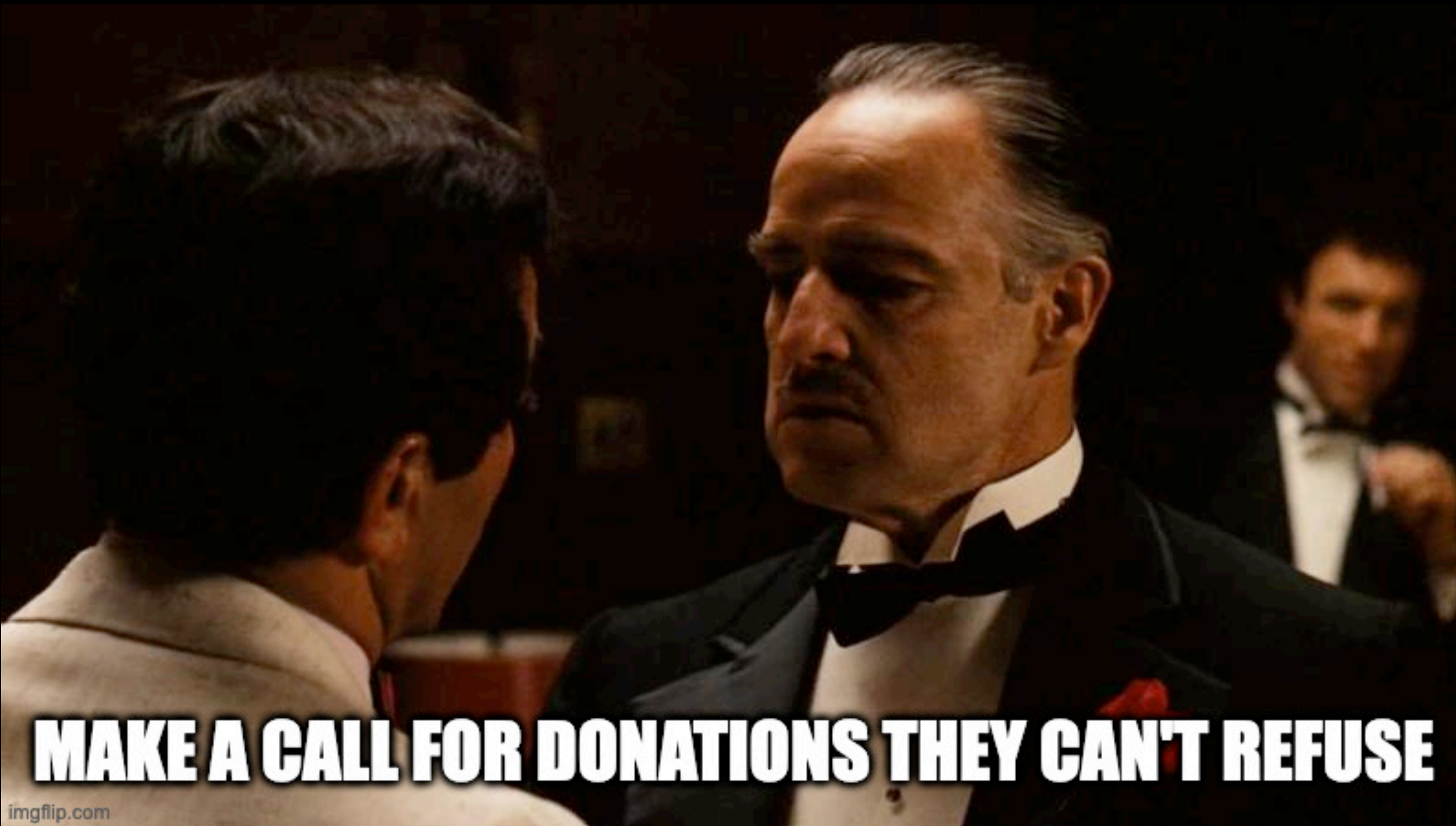
- Donation, voluntary, culture-based
- Incentives (e.g. tax breaks)
- Retroactive public goods funding
- Forms of levy or taxation, e.g. fixing the existing search/browser system
- (There's more – but let's stick to these for now.)



# The Web Levy

can we make a compulsory system?

- If we use a levy system, it needs to be mandatory. Options:
  - Regulation says so
  - Using choice screens for leverage
  - All engine licenses require it





# Governance & Allocation

spending money right is hard

- An institution to manage this would be complex – but there's a world of experience to tap into.
- Allocating money well is tricky.
- Funding web infrastructure could go beyond browsers.





# Thank you!

we won't fix it in an hour, but we can agree to start!

